

NETS Seasonal Campaign Second Quarter 1995

This Prom And Graduation Season, Make Sure Teens Don't Crash Anything But Parties.

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Thousands of lives are lost and an estimated 1.2 million people are injured annually in alcohol-related traffic crashes. In addition to the tragedy and resulting trauma, these crashes cost employers like you millions of dollars in health care and insurance expenses. A disproportionate number of these crashes involve teenagers.

At this time of year, many of the high school students in and around your community will be buzzing with anticipation over the upcoming prom and graduation season. With help from the NETS program, you can help ensure a safe and fun atmosphere for your employees' children as well as kids throughout your community.

This campaign folder provides camera-ready art for posters and buttons, as well as some helpful suggestions to get you started with ideas for "alcohol-free" activities and other functions during the second quarter of 1995. Contact your NETS State Coordinator or the NETS National Secretariat for additional ideas as you plan your campaign, and also let them know how you like these materials.

Your next seasonal campaign planner will arrive later in the quarter. Your work promoting traffic safety for your employees and their families is greatly appreciated.



Your Drinking Can Waste Someone Else.

*Drink alcohol, then get behind the wheel of
a car, and you're not the only one who could be
smashed. Please don't drink and drive.*



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3"x 6" Paycheck Stuffer

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3"x 3" Newsletter Ad

Your
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2" diameter
Campaign Buttons

Copy For Your Employee Newsletter

Don't Let Celebrations Turn Tragic

Every spring, as the school year ends and summer draws near, high school seniors prepare for the prom and graduation season. It is one of the most rewarding periods in a student's life. It is also a time for celebration, as students across the country joyously participate in prom and graduation ceremonies. All too many times, however, the festivities of the season and dreams for the future are shattered by the nightmare of an alcohol-related tragedy.

The teenaged drinking problem is well-documented — in fact, in 1993 over 27 percent of all high school seniors admitted to “binge drinking,” having five or more drinks in a row, within the previous two weeks. And the problem is magnified during an otherwise festive time like prom or graduation. Students often get together for drinking prior to school-related activities, and then climb into automobiles headed for the function, while also headed for possible disaster. Over one-fourth of all crashes resulting in youth fatalities in 1993 were attributed to a driver with a Blood Alcohol Concentration (BAC) level of .10 or higher.

This alarming trend is supported by data gathered during a national survey developed by the National Highway Traffic Safety Administration (NHTSA) exploring the drinking patterns of juveniles. According to the survey, teens gathering at a party drink quickly (guzzle or gulp) to feel the alcohol's effects, then cruise around with a carload of friends, driving the vehicle at high speeds. The alcohol restricts their judgment and induces them to take greater risks.

Part of the solution is to continue educating your children on the perils of both underage drinking, and drinking and driving. Combating issues such as peer pressure, while suggesting alternatives such as “alcohol-free” events for your community's students can also help. Teens need to be made aware of the “other” choices available to them besides alcohol.

In 1993, alcohol was responsible for 40 percent of all fatalities involving young drivers. Do your part to reverse this trend. At prom and graduation time, and every time, encourage your high school students to make the smart move, and leave alcohol out.

Ideas To Try

- Contact local schools about sponsoring or funding an “alcohol-free” event such as a post-graduation party, or the prom. Provide loads of pizza, soda, munchies, etc., to take the place of alcohol. In conjunction, contact a popular local radio station to set-up a remote broadcast from the party site and/or co-sponsor such an “alcohol-free” event.
- Hold an assembly at a local school inviting teens to leave alcohol out of their celebrations. Encourage students to avoid alcohol use before, during, and after school-sponsored events. Solicit participation from local celebrity figures (TV personalities, disc jockeys, etc.) to help the cause. (This idea would be effective in collaboration with Idea #1, possibly promoting that particular upcoming event.)
- Run a schedule of local school events (parties, games, etc.) in your employee newsletter and encourage employees (parents particularly) to volunteer as chaperons where needed.
- Hold educational/informational programs at your workplace for employees and their children discussing the perils of drinking and driving.
- Use the campaign message from this folder on pay stubs and electronic bulletin boards.
- Suggest to your local police department holding an assembly or “town meeting” at a local school to publicize any existing youth and alcohol education and enforcement programs their department runs or sponsors, such as “Operation Prom” or “Cops in Shops.”
- Contact the local Students Against Driving Drunk (SADD) chapter about conducting an assembly prior to prom and graduation season, with a film or slideshow displaying the consequences of drinking and driving.